



NOTE: If you have the option to do so, please add us to your 'buddy', 'accepted', 'approved' or 'trusted sender' list to ensure you continue to receive our messages. Thanks.

January 7, 2004

Schering-Plough sponsors 'The Shield'

Dear

b6
b7c

Let's continue our campaign against *The Shield* on FX!

The January 6 episode of *The Shield* focused on the relationship between Police Detective Vic Mackey (the series hero) and a drug dealer he protects. **The language is, again, atrocious.**

Schering-Plough promoted its product, Coricidin, several times as a sponsor of this vile show.

Send your letter now!

Sincerely,

OneMillionMoms.com

Protect Your Family on the Internet

American Family Online - Full filtered Internet Service Provider. Dial-up and hi-speed connections.

BSafeOnline - The #1 rated Internet filter. For those who are happy with their ISP and only need a filter.

PRIVACY POLICY: Information you share with us will never be sold, rented, or given to any third party. Protecting your privacy is of utmost importance to us. If you do not wish to receive further communications from us, [click here](#) to unsubscribe.

Questions or comments about OneMillionMoms.com? [Contact us](#) via email, phone, fax, or postal mail.

American Family Association
P.O. Drawer 2440 -- Tupelo, MS 38801
1-662-844-5036



Issues

Issue Name	Date Created	View Current Issue				Create New Issue	
		Active	Detail	Compose	Take Action	Activate	Preview
Schering-Plough	1/7/2004 11:59:57 AM	F	3,681	5,008	4,213	Activate	Preview
Virgin Mobile	12/29/2003 9:15:17 AM	F	866	10,709	8,714	Activate	Preview
7-Eleven	12/16/2003 3:30:49 PM	T	5,177	13,180	10,165	Deactivate	Preview
Billboard music awards	12/12/2003 12:50:37 PM	F	829	0	0	Activate	Preview
JCPenney	12/10/2003 3:47:38 PM	F	199	896	704	Activate	Preview
Dodge Lingerie Bowl	12/9/2003 1:04:35 PM	F	832	6,644	5,192	Activate	Preview
fccupdate	11/21/2003 4:22:25 PM	F	433	0	0	Activate	Preview
Combe/Melitta	11/20/2003 2:10:33 PM	F	275	1,533	5,956	Activate	Preview
Victoria's Secret	11/19/2003 1:10:14 PM	F	2,630	0	0	Activate	Preview
FCC and the F word	11/18/2003 12:04:55 PM	F	264	0	0	Activate	Preview

[« previous](#) [next »](#)

Page 3 of 13

Issues

Issue Name	Date Created	View Current Issue				Create New Issue	
		Active	Detail	Compose	Take Action	Activate	Preview
Schering-Plough	1/7/2004 11:59:57 AM	F	7,393	6,935	5,810	Activate	Preview
Virgin Mobile	12/29/2003 9:15:17 AM	F	2,610	17,993	14,666	Activate	Preview
7-Eleven	12/16/2003 3:30:49 PM	T	8,286	22,301	16,785	Deactivate	Preview
Billboard music awards	12/12/2003 12:50:37 PM	F	2,264	0	0	Activate	Preview
JCPenney	12/10/2003 3:20:13 PM	F	623	1,514	1,096	Activate	Preview
Dodge Lingerie Bowl	12/9/2003 1:04:35 PM	F	1,525	10,264	7,858	Activate	Preview
fccupdate	11/21/2003 4:22:25 PM	F	1,716	0	0	Activate	Preview
Combe/Melitta	11/20/2003 2:10:33 PM	F	1,050	2,656	9,871	Activate	Preview
Victoria's Secret	11/19/2003 1:10:15 PM	F	4,093	0	0	Activate	Preview
FCC and the F word	11/19/2003 11:36:34 AM	F	3,052	0	0	Activate	Preview

[◀ previous](#) [next ▶](#)Page 3  of 13



Purpose
OF CAMPAIGN

[View Details](#)

Current Issue

Schering-Plough sponsors 'The Shield'

Take Action

Schering-Plough is blocking emails from OneMillionDads!

Register

Their website does not contain an online contact form. Please consider taking the following actions and ask them to pull their sponsorship from *The Shield*:

1. Call Schering-Plough's corporate headquarters at 908-298-4000.
2. Email Chairman Hassan personally via your ISP. His email address is fred.hassan@spco

**How the
Campaign Works**

Below are other corporate executives. Please copy them on your message.

**Privacy Protection
Information**

Executive Vice-President Robert J. Bertolini - robert.bertolini@spcorp.com
Senior Vice-President Brent Saunders, Business Practices - brent.saunders@spcorp.com
Corporate Issues, Stephen K. Galpin, Jr. - Stephen K. Galpin, Jr. stephen.galpin@spcorp.c

Click Here
to refer this
site to a friend

Send Your Letter Now!

NOTE: If you see a commercial or program which is offensive, [email us the information](#) of you have done this, and it is very helpful.